



COMMUNITY  
MEDIA REVIEW

# 1996 Conference Highlights

## Producer Profiles

The Journal of the  
**Alliance for Community Media**

Volume 19, No. 4



# Get in touch with your community

with the

## Interactive Video Bulletin Board

### THE CHANNEL THAT TAKES REQUESTS:

- Lets viewers choose what they see.
- Handles up to 999 topics of any length.
- Prints reports of what viewers choose.
- Gives documented proof of viewership.
- Uses PC word processor files as input.
- Fast, easy setup and maintenance.
- Now in use in over 27 U.S. cities.

### What current owner-operators say about the Interactive Video Bulletin Board:

"I can watch it taking calls from my office, and know that we're serving the community. The feedback helps us understand our viewing audience's likes and dislikes."

-David Vogel, General Manager,  
Community Television of Knoxville

"Since placing the system in service, we have seen a community response that now exceeds 18,000 inquiries per month. The Interactive Video Bulletin Board has become an integral part of our community service program"

- Ian N. Wheeler, Executive Director,  
Fairfax Cable Access Corporation

"Since installing the Interactive Video Bulletin Board, we've gotten more interest and participation from non-profits than we had in the last 10 years. It's less work, more effective, and it's fun for viewers to use!"

- Lynn Carillo-Cruz, Former Executive Director,  
Quote...Unquote, Albuquerque

"It's the lowest-cost, highest-impact service we offer to local non-profits. During September...participating organizations reported that an average of 65% of their calls resulted from viewership of the Interactive Video Bulletin Board."

- Barbara Popovic, Executive Director,  
Chicago Access Corporation

For a brochure and videotape, contact:

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Volume 19, No. 4

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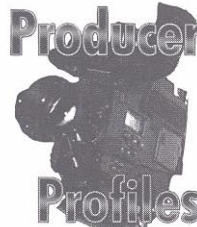
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Audio cassettes of some plenary and workshop sessions are available for \$10.00 per cassette through Chesapeake A/V. A limited number of 1996 conference program books are also available for \$5.00 each. Please contact the membership services department of the Alliance for more information: 202-393-2650, extension 17.



## *From the Chair*

# Think Milwaukee for July of 1997!

by Alan Bushong

I just returned from a conference planning session with national board members, staff and members of Milwaukee community with one compelling thought—start making your plans *now* for the **Alliance National Conference** from July 9-12, 1997 in Milwaukee!

Every year I look forward to the conference for the same reason as many members: it's the one time each year I get to spend time with the most talented, energetic and creative people in community media. I can easily justify the spending of staff development funds on the basis of what is available to our staff. For me the top items are:

1. **Networking with our peers.** In my community, practically all of our services, policies, and equipment systems are based on the work of others in the Alliance. We simply did not have the resources to invent everything, and with the good work of so many across the country, there was no need to do so.
2. **Energy.** No matter how long the days are, I always feel energized by the conference.
3. **Organizing.** Our public interest work frequently pits us against the power and influence of Fortune 500 companies. We need communities across the nation working together to build meaningful access to the dominant electronic media.
4. **Materials we can take home and use immediately.** Every year conference speakers send us home with great handouts and practical advice on our issues at hand.
5. **Equipment information at the trade show.** Like several other centers, we bought our production van from a vendor who annually participates in the trade show. Same for our bulletin board system. We've selected most of our equipment on the basis of shows that we or other Alliance members have attended.

**Preparing for the Telecommunications Access Act of 2001.** I also look forward to the **Delegates Convention**, when we conduct some of the most important business of the Alliance. In 1997, we'll be considering some ideas to help us reach our goal of federal legislation in 2001. We want your participation and help.

**The conference is our best opportunity for national outreach.** The conference is our best opportunity to show others what we can do. The Alliance has a long tradition of work with national public interest organizations. Many Alliance organizational and individual members have built strong ties to community groups that are also part of national organizations. We'll need the help of these groups to pass federal legislation which guaran-

tees access to dominant media.

**Your input really helps.** Though it seems hard to believe, Milwaukee will host the Alliance's 20th conference—not far from Madison, the site of the first conference in 1978. We've learned a lot from those who've attended conferences. We know people liked our recently completed conference in Washington DC! Based on your comments, in 1997 we'll be working to:

- bring in more board and commission members, and, in general, to develop leaders;
- provide more in-depth, longer sessions with greater shared expertise;
- provide some quick-start assistance to first-time attendees; and
- assist organizing at the state level.

**Milwaukee offers a lot.** Milwaukee has all the makings of a tremendous host site. The downtown conference hotel is located within walking distance of Lake Michigan, parks, good food and good entertainment. Milwaukee has a rich tradition of hosting summer festivals.

Each year the conference costs are about the same, so planning should be fairly simple. Moving off the East Coast, hotel costs will be lower, as expected. We'll be within driving distance for many of our members in the Midwest and Central States Regions, and for the hardy, the East Coast. Perhaps it's from my eleven years in Texas that I find any drive under

800 miles a single-day venture!

**A formula for success.** We grow stronger as we bring more groups and individuals into Alliance work. As you plan, I encourage you to involve board and commission members, legislative staffs, and community groups and individuals who depend on community media for their media voice. Working together, we are a powerful force.

*Alan Bushong is Chair of the Alliance for Community Media.*



*Alliance photo*

*Alliance board member Velvalee Wiley of Milwaukee Access Telecommunications Authority accepts the pahu "Kia'i Kaleo" on behalf of the 1997 Conference Planning Committee.*

## *Alliance Events*

**National Board of Directors Meeting**, November 7-10, Milwaukee Hilton. For information call **Kelly Matthews** at the **Alliance National Office**: (202) 393-2650.

**Northeast Regional Conference**, November 15-17, Hyannis, Massachusetts. For more information contact **Chuck Sherwood** at **Cape Cod Community Television**: (508) 394-2388.

**Far West Regional Conference**, October 17-19, Santa Monica, California. For more information contact **Robin Gee**: (310) 458-8590.

**Central States Regional Conference**, October 24-26, Paducah, Kentucky. Contact **Gayle Robinson**: (502) 898-6920.



# Candidates for Elected Office Belong on Community Media

by Alan Bushong

As election time approaches, we have the opportunity to provide a great information service by linking candidates for elected office with voters. As we know, community media allows an in-depth discussion of issues that goes beyond the crafted, controlled statements found in 30-second spots. And use of community media is not dependent on a candidate's ability to raise huge sums of money.

But televising candidates is not just a good use of community media resources—it's an essential step for the long-term growth of community media. As **Alliance Public Policy Chair**, let me emphasize that it's vital to have candidates for elected office at the local, state and national level on community channels. *They* need the time for meaningful communication in which they represent themselves, without a filter, gatekeeper or translator. *We* have a unique opportunity to provide the candidates an education about community media.

Whether you are a community media center board or staff member, a program provider or an advocate of active community dialogue and public discourse, your future depends on the votes made by elected officials. Invite them in.

**Political Programming: Discussion on the Listserv.** The issue of political speech has generated a lively discussion on the Alliance listserv. The issue is so important that I have asked **Jim Horwood** and **Jeff Hops** for advice, and I want to thank them for their help. We'll be answering the following questions:

1. Are the rules different for political programming?
2. Do we need "equal time" or fairness/balance rules?
3. Should we shut off political speech in the weeks preceding the elections?

**How Davis Community TV approaches elections.** In general, I advocate the approach taken by Davis Community TV as represented by **Aaron Vinck** on the listserv. Davis Community TV:

1. Informs all candidates for office about community media resources and invite their participation;
2. Records and televises non-partisan forum programs provided by community groups, such as the **League of Women Voters**, that will include, or at least invite, all candidates.
3. Resources allowing, creates forum programs to which all candidates are invited; or creates a voter-education program like **Meet the Candidates**, in which each candidate appears individually and receives the same number of uninterrupted, unedited minutes.

**Political speech is no different than any other speech.** In addition to Aaron's points and consistent with his opening, I want to emphasize that political speech should be treated no differently than any other speech. In particular, there is no need to "balance" the amount of time each candidate speaks. Each should be free to use access as much as he or she wishes, consistent with the access center's rules for all speakers.

One of the candidates will soon be voting your future; many will remain politically active. A positive experience will provide the balance and perspective that is vital during funding requests, franchise negotiations or the presence of controversial programs.

A few visits to the studio and appearances on a community channel provide a better education than any orientation, visit, video tape demo, brochure or newsletter—and generally a lot of feedback from the

community to the candidates. That public feedback is invaluable as you demonstrate the value of community media.

**Equal opportunity public access is not governed by "equal time" and "fairness" rules designed to balance broadcasters.** Public access TV was designed to allow the same self-representation opportunity to all, so the old "equal time" rules and the standard broadcast "need to balance views" do not apply. Good thing. Who would decide the nature of "balance?" How many of us consider network coverage "balanced?"

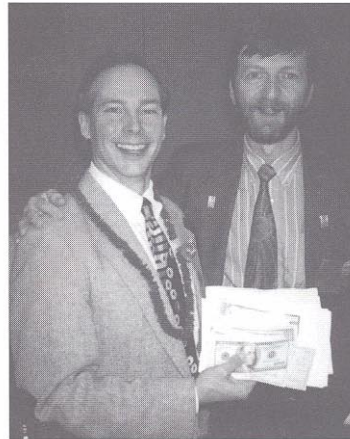
Self-representation through community media is the most effective answer to the dilemma for candidates who want to provide information. Unfortunately, most well financed campaigns do

massive polling and respond with carefully tailored 30-second responses which have little or no information or substance.

In contrast, we have found that candidates for local elections, which generate little in the way of campaign war chests, look forward to the opportunity to give their own views without a gatekeeper or "balancer."

**Availability outweighs risk of the "eleventh hour" attack.** Alliance members raised questions about possibility of the "eleventh hour attack" right before elections which, whether live or tape-delayed, provides no opportunity for response. While I sympathize with this potential situation, the benefits of availability outweigh this risk. And no matter how you plan for response time, someone must have the last word (unless you have simultaneous programs on different channels, and even then there is no chance to respond to the responses). If we follow the steps outlined by Aaron, we minimize the likelihood of such game-playing.

See *Candidates*, page 27



Alliance Photo

**Barry Forbes and Alan Bushong, Chair, collecting cash and pledges through the Dachman Challenge to support the Alliance's Public Policy efforts.**



*"Super job by whole staff and volunteers!!"*

*"...excellent conference, thoroughly enjoyed [it]"*

*"I enjoyed the event, learned a lot, and commend the Alliance."*

*"...the Alliance conference is very inspirational and reminds us why we are in this business."*

*"I strongly urge everyone to attend next year!"*

*"The workshops had more information than I can absorb in the time allotted."*

*"...lobbying was brilliant!"*

*"...awards ceremony for Hometown was stupendous: great location, funny emcee, and smooth operation."*

*"The networking opportunities are wonderful."*

# *We the People* **1996 Alliance Conference a Hit!**

**by Barry Forbes**

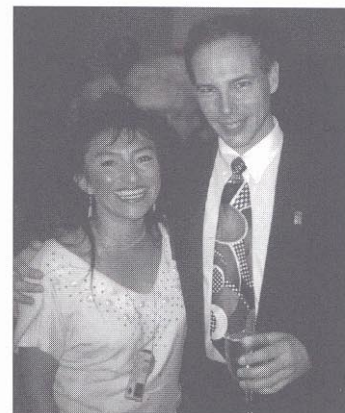
In the sidebar are just a few of the comments offered by the over six hundred participants, speakers, and **Hometown Awards Ceremony** guests of the **1996 International Conference and Trade Show** in Arlington, Virginia, in July! In keeping with this year's theme of *We the People: Building Community Through Media*, the staff and program committee developed over sixty seminars, workshops, and plenary sessions workshops. And this did not include the many networking meetings of chapters, regions, special interest groups, and the many other "communities" within the Alliance.

The purpose of meeting in the Washington, DC area was to build on our legislative and regulatory success over the past year—and to continue to make our voice heard on Capitol Hill. To this end, the Alliance sponsored a lobbying orientation on the morning of Tuesday, July 16, and motivated over thirty Alliance members to bring our concerns to Congress.

This year's conference also kicked off the celebration of the 20th anniversary of the founding of the Alliance. The history of the Alliance was traced in a special trade show exhibit and many of the past Board members reconvened to celebrate the 80th birthday of **George Stoney**, the "father of public access."

The pre-conference workshops proved to be even more popular than last year, with registration topping 250 on Wednesday, July 17. The topics included controversial programming, media center start-ups, franchise renewals and transfers, fundraising, evolving into community media centers, new telecommunications regulations, board leadership, and international and educational access showcases.

That evening, the splendid **Embassy of Canada** was the prestigious site for the **International Reception**. This was particular fitting since the community media movement in the



*Alliance photo*

**Alliance Executive Director Barry Forbes chats with Dyan Jojolla, of United We Stand America, sponsoring the Sovereign Indian Nations Committee.**



*Alliance photo*

**Nantz Rickard and Mark Sarver of the Public Access Corporation of the District of Columbia (DCTV) were hosts of the International Reception at the Embassy of Canada.**



*Alliance photo*

**U.S. Representative Steve Stockman (R-TX) speaks at the Embassy of Canada for the Alliance's International Reception.**



*Alliance photo*

**FCC Cable Services Bureau Chief Meredith Jones.**

**See 1996 Conference, page 17**



# Excerpts from Conference Keynote Speeches

## Preserving Our Rights

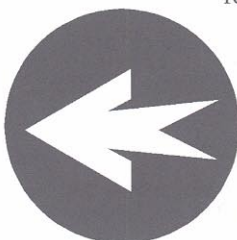
### John Podesta:

I want to start by giving a plug to the Alliance and a special note of thanks to **Jeff Hops**. We at the **Institute for Public Representation**, along with a number of public interest groups and consumer groups, have been working with Jeff on a whirlwind **Open Video Systems (OVS)** proceeding at the **FCC**, and Jeff has really done the lion's share of the work for our coalition, not only representing the interests of the PEG community, but the broader public interest community, as well. And we've actually had some success in that proceeding, although not nearly as much as I think we had hoped for, and with Jeff's help, we are continuing to fight on at the **FCC** and maybe beyond.

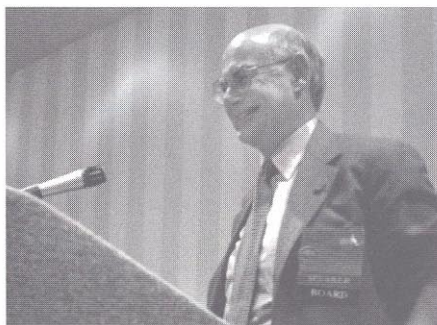
When Jeff asked me to speak here today, he asked that I speak not about OVS, but more broadly about where I think television's going in the next fifteen years, and what it means to the

See John Podesta, page 21

Two really important people today are going to be speaking, both of whom are lawyers. The first one is **John Podesta**, who's a visiting professor of law at **Georgetown University Law Center**, and he's been involved with the **Institute for Public Representation** there. The Institute for Public Representation has been working with the **Alliance** and rule-making proceedings at the **FCC** and they've been a very helpful resource to us—and I think **Jeff Hops** has been a very helpful resource to them, particularly in the **Open Video System** rule-making proceedings.



Before joining Georgetown University, John was an Assistant to the President and Staff Secretary at the **White House**. That's the *current* White House, so John's a very important person, since I don't think he burned his bridges when he left. Prior to going to the White House, he spent seven years on the Hill as counsel to **Senator Leahy** of the Judiciary Committee, who's one of the few members of the Senate or few members of Congress who's been an active defender of first amendment values. So, why don't we hear from John, now!

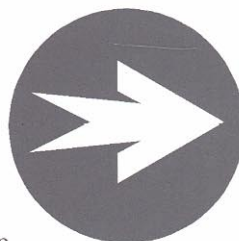


Alliance photo

*Jim Horwood introduces the speakers at the 1996 Alliance keynote luncheon.*

My next task is something that's getting to be an annual thing happening at these conferences, and that's to introduce **Mike Greenberger**. Back in 1992, in the fall, after Congress passed the **1992 Cable Act** and had in provisions that would have permitted cable operators to censor indecent programming on the PEG access channels, a group of us got together to figure out how we were going to react to this. And the folks at **People for the American Way** and **Media Access Project** came up with the name of the Washington law firm of **Shea & Gardner**, which started work back in the fall of 1992, working on comments to the **FCC** court of appeals, briefs, and then **Supreme Court** briefs.

Two years ago in Hawaii, **Shea & Gardner** was given the **Stoney Award** by this organization, its highest award, and that was well deserved. Back then, we were kind of early in the process, three and a half years after the act was passed. We started work, and we finally got a decision out of the U.S. Supreme Court that held the section of the act with which we're concerned unconstitutional. Let me say that there is one thing more gratifying to a lawyer than winning a case, and it's not collecting a big fee—although maybe it is for some lawyers. What's most gratifying is to win a case and to know that you won it because you made a difference and because your efforts are what caused the victory. We won the case 5-4, and we would not have won the case without the kind of presentation that was made by **Shea & Gardner**—and it's the whole firm—but **Mike Greenberger** was the person controlling the effort and making arguments to the Supreme Court. And in an Alliance tradition, rather than giving him a silver bull, we've got a mug from the Supreme Court, because they didn't have any T-shirts available for sale. So, **Mike Greenberger**!



### Michael Greenberger:

Before I talk about substance, I might say a lot of thank you's are in store for this tremendous victory that we had. You have been absolutely superb. You've been strong. You've been courageous, you've done very, very well in this effort. And there's a lot of thanks that needs to go around.

First, I want to thank **Jim Horwood**, who has worked with me from day one on this project, and it has been a pleasure to deal with him. He is knowledgeable, he is smart, he is wise, and really it was a theme that surrounded the lawyer team on the **Supreme Court**. First of all, you guys are unbelievably lucky to have a guy like Jim, who gives the amount of time he gives to this organization. I don't know how he does it. I do know during the **Hometown Awards** he fell asleep—but it was during **Dan Brenner's** jokes! And I must say, that aside from Jim, I have to thank my partners at **Shea & Gardner**, because this case took a tremendous amount of resources, and I was fully prepared to do whatever needed to be done, and to make whatever sacrifices had to be

See Michael Greenberger, page 24



## Community People, Community Access

by Deborah Vinsel

Community media simply couldn't exist without volunteer community producers. These dedicated individuals spend hundreds, sometimes thousands of hours every year at their local access center creating their own programs, or helping others with production efforts. Last year, *Community Media Review* profiled community producers from around the country. The response was so supportive that we reprised the effort again this year.



*Alliance photo*

*Co-editors-in-chief Dirk Koning and Deborah Vinsel at the 1996 Alliance Conference.*

In this edition you will read about producers from New Jersey, Ohio, Illinois, California, Massachusetts, and Washington. The states and cities differ widely, the programs produced range from children's news to financial planning and women's health. The common thread is the people.

Community producers rarely get paid for their efforts. They get involved for a variety of reasons. Some have a distinct message they want to present, others want to learn more about video technology, and some walk through the door simply because they are curious. Whatever the

reason, the end result is the same.

Access to electronic media changes communities, because community access changes the people.

*Deborah Vinsel is co-editor-in-chief of this issue of CMR.*

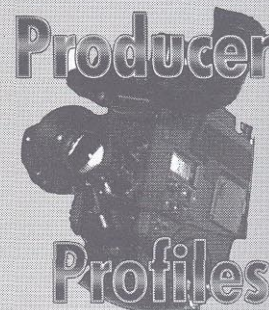


## Chicago, Illinois

### **E. Erelah Ajao-Spears**

**E**relah is a field museum program assistant and the producer of *They Volunteered to Return*. This three-part series featured Americans who traveled to Africa; they returned to share their thoughts and observations with people from Guinea, Senegal and Ghana who are now living in the United States.

"When viewers are able to see a program produced by their next-door neighbor or someone they recognize, they get involved," says Erelah. "Viewers learn they can be a part of the media." Erelah's favorite part of access is "the ability to freely produce a program of my choice that will educate as well as entertain."



## Dayton, Ohio

### **Wanda E. Baer**



**W**anda has produced over 200 programs since her first production effort. *Woman Focus* features lectures on issues of interest to women, and has been in production since Wanda started volunteering at **Dayton Access TV** in 1982. She has also produced *Dayton Stories Project* to help share people's stories and history, and *REACH*, an annual conference on Appalachian and African-American culture.

Wanda notes that access gives her the opportunity to present activities and events that would not be available on commercial television. "Access has given the average citizen the ability to present views and opinions to the community," she notes, "and also provides an alternative for viewers."

## Brockton, Massachusetts

### **Andrea Bates**

**G**ood About Brockton is a program dedicated to highlighting individuals and organizations making a difference in Andrea's hometown. Since starting three years ago, she has produced 35 programs at **BCCT**. Andrea says her favorite part of her access efforts is the opportunity access gives people who are not media professionals.

She says access has helped Brockton adopt a positive self-image, in contrast to commercial media's negative depiction of the community. She notes her program is designed to continually point out the positive, to show what really is *Good About Brockton!*



## Arlington, Massachusetts

### **Reba and Tony Cabral**

**R**eba and Tony got involved with community access four years ago, producing special events. They appreciate the fact that community access helps educate their community. Their business, **Valentino Video Productions**, is a direct result of the experience they gained as community access producers. Reba and Tony have created over 30 programs since getting involved with **Cambridge Community Television**.



## Producer Profiles

### Hyannis, Massachusetts

## Sue Campbell

Sue has produced four series programs with over 108 episodes since getting involved with access in 1992. In addition to *Cape Cod Today*, a monthly magazine for 26 **United Way** agencies, Sue also produces *Quilters Palette* and *Info-Line-Live*, the show that pioneered call-in programs at **Cape Cod Community TV** (C3TV).

Sue is the program coordinator for **United Way of Cape Cod**. "When I joined United Way of Cape Cod, I realized that access television could dramatically increase awareness of the 26 agencies we serve," she says. "I know how much this medium can improve one's life and one's community. I'm a living example of what training, encouragement, and access television can do!"

### Chicago, Illinois

## Alvin Raul Cardona

Alvin uses community media to enhance his community's understanding of different cultures. He began producing programs at **Chicago Access Corporation** two years ago and has worked on about 20. His programs include *Gozando Con Linda*, a Spanish music video show, and *Travels to Israel*, a tour of the holy land.

"Access has helped get our point of view out to the general public," he says. He also enjoys getting to meet and work with other people from the community while working on productions.



### Olympia, Washington

## Sue and Ben Charles



Sue and Ben have been involved with **Thurston Community Television** for five years and have produced more shows than you can count. They founded **Native Media**, a nonprofit production group that specializes in programming about and for the Native American tribes of the Pacific Northwest. One of their programs, *Northwest Native Culture*, has Sue in the control room directing while Ben puts his talent as a storyteller to work in front of the camera. Sue also serves on the TCTV Board of Directors.

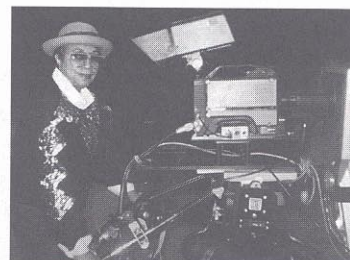
"We feel strongly that accessibility to community media is imperative," says Sue. "Not only can citizens receive information they might not get otherwise, they are also empowered to tell their stories and express themselves. They are given a voice."

### Chicago, Illinois

## Ruth Christmas

Ruth is an active retiree and has produced 19 programs in the past four years with **Chicago Access Corporation Senior Network**. She has produced programs on homelessness, women's issues, medicine, and social security.

Ruth likes the exposure community access gives to import issues and information the community needs. She says access has affected her community by heightening awareness of issues that may not be given attention otherwise.



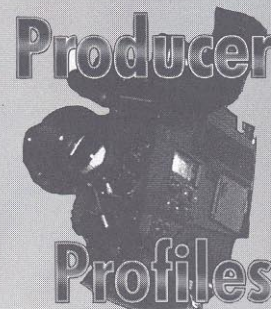


## Chicago, Illinois

### **Corinne Edwards**

**C**orinne is a writer and producer of *The Miracle Show—Corinne Edwards Interviews*. In the last five years she has created over 130 programs at the **Chicago Access Corporation** production facilities. *The Miracle Show* features interviews with authors in the personal growth, self-help field. "Access gives me the opportunity to bring positive, helpful information to our viewers," she says. "Viewers tell me that the authors I interview support them in coping with their problems in life."

Corinne says that the camaraderie and cooperation of so many different types of people with different interests and ethnic backgrounds is what she enjoys most about her work in community television.



## Montclair, New Jersey

### **Dr. Herbert A. Goldfarb**

**S**ince 1993, Herbert Goldfarb has produced 40 programs through **TV36** in Summit, New Jersey. His programs on women's health issues are a natural extension of his medical profession in gynecology. *Womens Health Talk*, a magazine format program, is his current programming effort. It provides up-to-the-minute information on various health issues for women.

Dr. Goldfarb noted that his favorite thing about community media was that he could reach a wide audience with important information on health and living a positive lifestyle.

## Dayton, Ohio

### **Karen Harker**

**K**aren has produced children's programming for two and a half years. *USA Kids Today* is produced by kids, for kids, and about kids with Karen as a guiding influence. Students age six through 14 host and crew the show, produced at **DATV** in Dayton, Ohio.

Karen calls herself a professional volunteer and loves the fact that production facilities and support are made available through the access center. "Access has given my students a wonderful experience to explore television production," she says. "Guests who appear on our show are so appreciative for having this venue to promote their worthwhile programs."



## Dayton, Ohio

### **Clarence Hogan & Herb Burton**

**C**larence and Herb are both retired postal workers but keep busy with their production group called **CHB Productions**. During the eight years they have volunteered at **Dayton Access TV**, Clarence and Herb have produced over 130 programs. Their current productions include *State House to Your House*, a live call-in program that features Ohio state representatives and senators discussing local issues. They also produce *Our Opinion*, a program that lets them express their opinions about things happening in Dayton.

"We think our programs have given our community a chance to speak," they report. "It makes us feel good that our community has a voice."





Cambridge, Massachusetts

## Jean Baptiste "Rocky" Jeanty

**R**ocky started producing programs at **Cambridge Community TV** in 1994, and has produced five shows in the past two years. *Rocky Around the World* is his current top project.

"Access is like being one family...working together and understanding each other," he says. When he's not producing programs at CCTV, Jean is employed in computer networking.

Dayton, Ohio

## Patricia Jesse

**B**efore retiring, Patricia was a receptionist. Now she volunteers at **DATV** in Dayton, Ohio, and has produced 11 programs. She started volunteering in 1994 and currently produces programs on a variety of topics. She recently completed *AIDS: A Four Letter Word*; *Holocaust: They Were There*; and a music program called *The Big Band Bash*, featuring music from the swing era.

Patricia says access television has given her a second chance at a new career. She thinks it's important that she can tell a story as she sees it, not just like commercial television would present it. She appreciates that subjects considered risky or taboo by commercial television can be aired on access without censorship. "DATV is truly a forum for freedom of communication," she says.



Dayton, Ohio

## Rosie W. Miliner

**R**osie has produced over 120 programs since walking into **Dayton Access Television** in 1994. He says that being able to help people through his programming is his favorite aspect of his access work. Rosie currently produces an inspirational program called *Cry for Spiritual Awakening*.

Rosie believes access has a positive impact on his community by providing good information to viewers.

Summit, New Jersey

## Beth Pincus

**B**eth is a social worker who has been involved with community media for 16 years. "I am one of the founders of **TV36**," she notes. "I have watched it grow from a single-camera, reel-to-reel shop into a fully programmed community channel. It is television for the people, by the people, and about the people who are my friends and neighbors. We cover ourselves!"

Beth currently produces *Speaking of Summit*, an interview program that features the mayor of Summit and other local government representatives, nonprofit groups, and city agencies.



Millburn, New Jersey

## Josephine Shenman

**J**osephine has been involved with community media for over six years. She currently produces several programs, including *The 90s Women*, a program that profiles women in her community. Josephine, an executive administrator by day, has produced 300 programs since her first effort at the **TCI** access center in Millburn.

"I love the whole idea of presenting good programming with positive information and its effect on our society," she says. "Access has definitely helped identify areas of concern to our community and given me the opportunity to do what I love best."

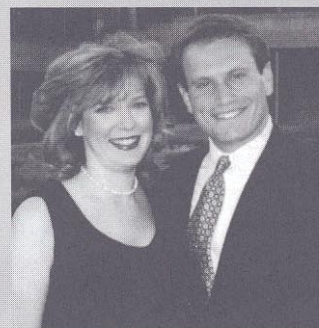


## West Orange, New Jersey

### **Saul M. Simon**

**S**aul is a certified financial planner. A relative newcomer to community media, Saul started his first program just eight months ago. He has produced eight programs on financial information including *Investing in Growth Companies*, *Women and Investing*, and *Estate Planning* through the access facilities in Summit, New Jersey.

Saul likes the fact that he can present important financial information to viewers in an easy-to-understand format.

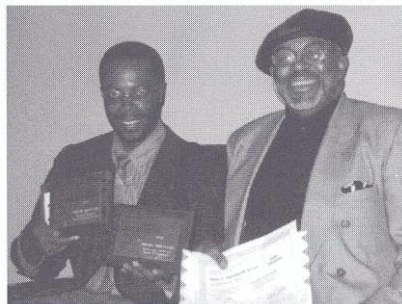


## Dayton, Ohio

### **Gregory Tucker**

**G**regory is a job coach and production assistant. He began producing programs in 1990 and has created 35 episodes of *Hometown Showcase*. This talent showcase gives local artists a forum to share their skills with the community. He also produces *Night Beat Videos*, a music video show that features local and national artists.

"What I enjoy most about community media is the opportunity it provides individuals to communicate in an uncensored format," he says. It reflects the true diversity that encompasses a community."



## Chicago, Illinois

### **Andrew Wade**

**A**ndrew is a writer and video producer. He currently has several programs in development including *LSC-TV*, a program for parents, teachers, and school administrators, and *Young Chicago* a program showcasing youth talent and discussing youth issues.

Andrew says it an absolute necessity to have easy access to tools for real people to communicate with the larger world. He has been involved with community media since 1992.

## Sacramento, California

### **John Webb**

**J**ohn is a video production instructor in Sacramento, California, who has produced "zillions of access programs" since his first effort 12 years ago. *Sacramento Soapbox*, John's current production, is a weekly talk show on local, national, and international political issues, from a progressive political perspective.

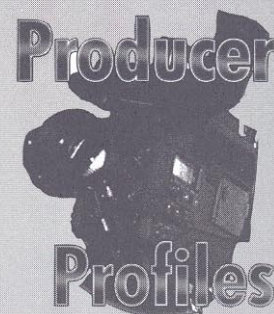
"Access to electronic media for little or no cost" is John's favorite aspect of community media. "Access provides my community with increased exposure for alternative progressive political interpretation of current events."

## Cedar Grove, New Jersey

### **Noel Wollman**

**N**oel is an entertainer promoter and has been producing his program *Good Talk on Health Fitness and Beauty* since 1995 at TV36 in Summit, New Jersey. *Good Talk* presents information on health and beauty issues with interviews by noted authorities in the field. Noel likes community access because he can showcase local talent along with national talent.

Noel appreciates the way access television has affected his community. He notes his programs provide the viewers the opportunity to get factual information that they need.





# 1996 Hometown Award Winners

## Production Awards

Category	Division	Pro/Non	Winner	Hometown
About Public Access	Single	Non	Public Access: Show And Prove	Washington, DC
Access Progam Promotion	Single	Pro	MCTV Telethon Promo: Connections	Gresham, OR
Access Progam Promotion	Single	Non	Love Stuff Promo	Palo Alto, CA
Arts Programming	Series	Pro	Gresham Art Works	Gresham, OR
Arts Programming	Series	Non	Production Parade	Vancouver, BC
Arts Programming	Single	Pro	Off The Wall	Tampa, FL
Arts Programming	Single	Non	Impressions Of An Artist: Susan Dobay	Monrovia, CA
Community Media Issues	Single	Non	CSWA News-"The Ny Times, Jing Fong, & The Myth Of The Happy Slaves	New York, NY
Computer/Video Art	Single	Pro	Zoning Board Of Appeals Open	Mt Prospect, IL
Cultural/Ethnic Diversity	Series	Pro	Roshni	Miami, FL
Cultural/Ethnic Diversity	Series	Non	...Horses Sing None Of It!	Mendham, NJ
Cultural/Ethnic Diversity	Single	Pro	Tobacco: Keep It Sacred	Fresno, CA
Cultural/Ethnic Diversity	Single	Non	New Mexican Artisan With Indian Flute Player	Albuquerque, NM
Documentary: Public Awareness	Single	Pro	Zero Tolerance	Los Angeles, CA
Documentary: Public Awareness	Single	Non	Giving Yourself A Fighting Chance Before And After Breast Cancer	Rockville, MD
Documentary: Event	Single	Pro	One Day In Boulder	Boulder, CO
Documentary: Event	Single	Non	The Making Of Barnum	Piscataway, NJ
Documentary: Profile	Single	Pro	Grand Rapids Public Schools Hall Of Fame	Grand Rapids, MI
Documentary: Profile	Single	Non	Forbidden Freedom	Salem, OR
Educational	Series	Pro	Parks Plus	Fairfax, VA
Educational	Series	Non	Wake Up Germantown	Germantown, TN
Educational	Single	Pro	Labels	Honolulu, HI
Educational	Single	Non	HIV/AIDS Awareness & Prevention Week Video Chronicle	Davis, CA
Empowerment	Single	Non	Lo Que Hay En Los Vestidos: Historias De La Mujer Latina En La Industria De La Moda	New York, NY
Entertainment	Series	Pro	Video From The Id	Wheaton, IL
Entertainment	Series	Non	Color TV	Western Springs, IL
Entertainment	Single	Pro	TDTV "Technical Difficulties Television;"	Westmont, IL
Entertainment	Single	Non	Are You Gonna Eat That?	Washington, DC
Gay/Lesbian Programming	Single	Pro	Bumps	Grand Rapids, MI
Gay/Lesbian Programming	Single	Non	Outlook	Vancouver, BC
Informational	Series	Pro	Senior Times	Fairfax, VA
Informational	Series	Non	Family Video Workshop	New York, NY
Informational	Single	Pro	Monique And The Graffiti Dude	Los Angeles, CA
Informational	Single	Non	Eco Bridge	Torrance, CA
Innovative	Series	Pro	Job Connection # 158	San Bernadino, CA
Innovative	Series	Non	The Church Of Shooting Yourself	New York, NY
Innovative	Single	Pro	Greeking Out And Roman Around The Ancient World	Tampa, FL
Innovative	Single	Non	Moving On The Path	Somerville, MA
Inspirational/Religious	Single	Non	Bread	Ellensburg, WA
Instructional/Training	Series	Pro	Internet: TCI	East Lansing, MI
Instructional/Training	Series	Non	Learning Lead Guitar	Rockville, MD
Instructional/Training	Single	Pro	Right Rider! Program Instructional Video	Pleasant Hill, CA
Instructional/Training	Single	Non	Jobs 1-2-3, Show # 3- "The Interview;"	Richmond, BC
Instructional/Training	Single	Pro	The Last Kid	



International	Single	Pro	The Last Klezmer	Santa Monica, CA
International	Single	Non	This Is India	New Orleans, LA
Local Origination Prog. Promotion	Single	Pro	SECC PSA	Sacramento, CA
Live Programming	Single	Pro	Washington Connections	Lacey, WA
Live Programming	Single	Non	Decision 95 - Local Election Coverage	Hopkinton, MA
Local News	Single	Pro	Cable 12 News	Brooklyn Park, MN
Magazine Format	Series	Open	One In 10 People	Springfield, VA
Making A Difference	Single	Non	Forbidden Freedom	Salem, OR
Municipal	Series	Pro	Coon Rapids Profile	Coon Rapids, MN
Municipal	Single	Pro	Coon Rapids Profile	Coon Rapids, MN
Music Video	Single	Pro	Recuerdos De La Alhambra	Sacramento, CA
Music Video	Single	Non	I Wantcho' Boyfriend	Cleveland, OH
Original Teleplay	Single	Pro	Ophelia Moore	Cincinnati, OH
Original Teleplay	Single	Open	Chelsea Stories: Getting Rid Of The Cat	New York, NY
Performing Arts	Series	Non	In Your Ear	Columbus, OH
Performing Arts	Single	Pro	Cries In The Dark	Vancouver, BC
Prog. By Differently-Abled	Single	Non	On The Move "Down To The Sea In Chairs;"	Sunnyvale, CA
Prog. By Seniors For Seniors	Series	Non	Senior Video News	Dearborn, MI
Prog. By Seniors For Seniors	Single	Non	Yesterday's Youngsters	Haslett, MI
Prog. By Youth For Youth	Series	Non	Wake Up Germantown	Germantown, TN
Prog. By Youth For Youth	Single	Non	Neighborhood Dilemmas	Richmond, CA
Prog. By Youth For Youth	Single	Non	The Mirror Project "I'm The Man;"	Somerville, MA
Public Service Announcement	Single	Pro	Share The Road	Los Angeles, CA
Public Service Announcement	Single	Non	Stop The Violence	Salem, OR
Sports	Series	Pro	Viacom Game Of The Week	Everett, WA
Sports	Series	Non	QCTV Sports	Quincy, MA
Sports	Single	Pro	Division 2a High School Super Bowl	Reading, MA
Sports	Single	Non	On The Street	Cambridge, MA
Talk Show	Series	Pro	SFI Politics	San Francisco, CA
Talk Show	Series	Non	Nitewatch	Vancouver, BC
Talk Show	Single	Pro	Check It Out!: The Gansta Rap Controversy	Washington, DC
Talk Show	Single	Non	Crosstalk	Germantown, TN

### Facility Awards

Category	Budget	Winner
Educational Access Excellence	Under \$250,000	Leeward Community College - Educational Media Center; Pearl City HI
Educational Access Excellence	\$250,000 to \$400,000	Palomar College Radio amd Television Department; San Marcos CA
Educational Access Excellence	\$400,000 or more	The Education Channel, Tampa Educational Cable Consortium, Tampa FL
Government Access Excellence	Under \$250,000	KPAS; Pasadena CA
Government Access Excellence	\$250,000 to \$400,000	City of West Hollywood; West Hollywood CA
Government Access Excellence	\$400,000 or more	Fairfax County Government Channel 16; Fairfax VA
Government Access Excellence	\$400,000 or more	City of Tampa Government Access Television; Tampa FL
Local Origination Excellence	\$250,000	Viacom Cable Marin 31; San Rafael CA
Local Origination Excellence	\$250,000 to \$400,000	Cablevision of Newark; Newark NJ
Local Origination Excellence	\$400,000 or more	Rogers Community 10 Toronto; Don Mills ON
Public Access Excellence	Under \$250,000	Brookline Access Television; Brookline MA
Public Access Excellence	\$250,000 to \$400,000	Quote...Unquote; Albuquerque NM
Public Access Excellence	\$400,000 or more	Access Tucson; Tucson AZ



# Community Radio

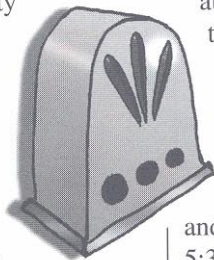
## Another Medium for Your Voice

by Deborah Vinsel

In many cities, community radio is an alternative to commercial radio. Some 100 community radio organizations are members of the **National Federation of Community Broadcasters**, an organization of community-oriented non-commercial radio stations. Community radio stations are located in large metropolitan cities as well as in small rural towns. The membership is diverse and the programming local in focus.

To give you a taste of what community radio offers, here are profiles of a couple of community radio stations. Thanks to the NFCB for providing the information.

**Lincoln, Nebraska.** A group of Lincolmites started working on the creation of **KZUM** in 1973. In 1978 the first program hit the airwaves from a makeshift studio in the basement of a cooperative grocery. Today, KZUM broadcasts 22



hours of programming each day from their current location in the Terminal Building in downtown Lincoln. As Nebraska's only community radio station,

KZUM reaches an audience of about 37,000 each week. The professional staff of seven is augmented by 80 enthusiastic volunteer programmers.

KZUM's programming includes all types of music, including Native American, Vietnamese and Spanish Language, and local news daily from 5:30 to 8:30 a.m. every half hour. **Nebraska Governor Ben Nelson** says KZUM provides Nebraskans "with an opportunity to have a real participatory voice in the broadcast media...providing programming for many who would go unserved if community radio did not exist."

**Frost, West Virginia.**

**WVMR** has been called "the littlest

radio network in the world." Operated by the **Pocahontas Communications Cooperative**, WVMR-AM serves three adjacent rural counties in the Allegheny Highlands in West Virginia.

The Cooperative was organized in 1979. Just two and a half years later, WVMR (West Virginia Mountain Radio) signed on the air as an AM day station. The programming is eclectic and sometimes inconsistent, but always local. **Grandma Ginny**, a 77-year-old farm woman, tells stories for children, **Pastor John Sullivan** hosts *Bluegrass Gospel*, and **Eldridge McComb** gives old-time weather lore.

WVRM received the first **Sole Service Assistance Grant** ever awarded by the **Corporation for Public Broad-**

**casting**, after congress recognized that community stations providing the only local broadcast service in their communities were worthy of public support. After several attempts at commercial radio failed in Bath, Highland and neighboring counties, the "mini-network" was planned and launched in January, 1996. When the "Blizzard of the Century" was closely followed



Photo courtesy KZUM

**KZUM General Manager Dick Noble and Homestead Girl Scout Council staffer Audrey Bates celebrate with the first Girl Scout group to earn a badge in KZUM's radio production course.**

by the Flood of '96, officials from all three counties used the network to broadcast emergency information from 5:30 a.m. to 11:00 p.m.

As the network continues to grow, listeners are becoming more aware that, despite the state line that divides them, community radio can be used as a forum to search for common solutions.

The similarities between community television and community radio jump out: most community radio stations struggle to find adequate, sustainable funding; programming efforts are focused on local information and issues; volunteers are a necessity to maintain operations; community radio stations are an important communication resource in the areas they serve.

For more information about community radio or the National Federation of Community Broadcasters, call the NFCB at (415) 771-1160.

*Deborah Vinsel is Co-Editor-in-Chief of this edition of CMR.*

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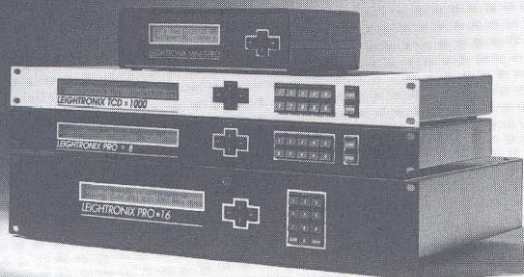
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**A**s community media thrives on the services of volunteers, so does the Annual Conference and trade Show! The Alliance offers its special thanks to the volunteers who have made an invaluable contribution to the success to this years conference, including:

**Paul LeValley**, Arlington Community Television, Arlington, VA

**Rob Farr**, Arlington County Information Channel, Arlington, VA

**Steve Greene**, Arlington, VA

**Catherine Nemetz**, Fairfax Cable Access Corporation, Fairfax, VA

**Gail C. Eskew**, Fairfax County Cable Programming, Fairfax, VA

**Nantz Rickard**, DCTV, Washington, DC

**Mark Sarver**, DCTV, Washington, DC

**Jim Horwood**, Spiegel & McDiarmid, Washington, DC

**Karen Bethea**, Baltimore Cable Access Corporation, Baltimore, MD

**'Bunmi Babarinde-Hall**, Cable Channel 17, Essex Community College, Baltimore, MD

**Sherry Byrne**, Prince George's Community TV, Landover, MD

**Cintia Cabib**, Montgomery Community TV, Rockville, MD

**Mike Hannon**, Westminster, MD

**Mike Henry**, Community Access of Salina, Salina KS

**Alan Bushong**, Capital Community Television, Salem, OR

**jesikah maria ross**, Davis, CA

**Liz Rhodes**, Sacramento Educational Cable Consortium, Sacramento, CA

## 1996 Conference A Hit!

Continued from page 6

United States had its roots in the work of the **Canadian Film Board** about 25 years ago. The event toasted our international guests and attracted four members



Alliance photos

**Rick Maultra**, recipient of the 1996 **Jewell Ryan-White Award for Cultural Diversity**; **Rika Welsh**, recipient of the 1996 **Buske Leadership Award**; and **Frederic J. Strauss**, recipient of the 1996 **George Stoney Award for Humanistic Communication**.

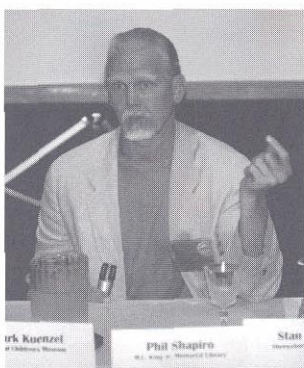
**Steve Stockman** (R-TX), **Rep. Frank Cremeans** (R-OH), and **Rep. Phillip Crane** (R-IL).

The 1996 International Conference and Trade Show officially began with the presentation of the Alliance for Community Media pahu, or drum. *Kia'i Kaleo* (or "protector of the voice") was first presented at the 1994 Conference in Honolulu as a living symbol of the Alliance.

**Alliance Chair Alan Bushong** hosted the welcome session, which included remarks by Arlington County Board Vice Chair **Ellen M. Bozman** and Washington DC

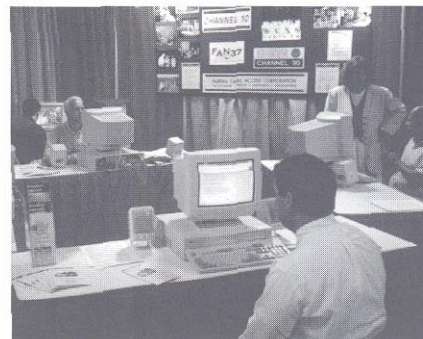
Councilmember **Charlene Drew Jarvis**. After his opening address, Bushong introduced the keynote speaker, **Meredith Jones**, Cable Services Bureau Chief for the **Federal Communications Commission (FCC)**. Then—on to the

Continued on next page



Alliance photo

**George Preston of Lowell Telecommunications Corporation** conducts a session in the **Technology and Internet** track of the conference.



Alliance photo

**The Internet Lab** sponsored and hosted by **Access America**, a subsidiary of **Fairfax Cable Access Corporation**.

## Hometown Ceremony and Highlights



# 1995 Videotapes Now Available

1995 Hometown Video Festival Awards Ceremony Videotape

Alliance Members: ☐ \$45 (VHS) ☐ \$100 (3/4")

Non-members: ☐ \$75 (VHS) ☐ \$150 (3/4")

1995 Hometown Video Festival Highlights Videotape

Alliance Members: ☐ \$120 (VHS) ☐ \$150 (3/4")

Non-members: ☐ \$160 (VHS) ☐ \$200 (3/4")

Payment must accompany order. Please include order with check and mail to the Alliance for Community Media, 666 11th St. NW, Washington, DC 20001-4542



# 1996 Alliance Conference A Big Hit!

Continued from previous page awards!

The award presenters included representatives of some of the Alliance's many allies: **DeeDee Halleck** of **Deep Dish Television**, **Ruby Lerner** of the **Association of Independents in Video and Filmmaking**, and **James Yee** of the **Independent Television Service**. The 1996 award winners included:

- **Community Communications Award for Public Access to Austin Community TV**
- **Community Communications Award for Institutional Access to Prince George's Community TV**
- **Community Communications Award for Leased Access to KABL 14/Meredith Cable**
- **Jewell Ryan-White Award for Cultural Diversity to Rick Maultra**
- **Buske Leadership Award to Rika Welsh**
- **George Stoney Award for Humanistic Communications to Frederic J. Strauss**
- **Outstanding Service**

Awards for **I. Michael Greenberger**, **Carole Grunberg**, and **Marty Welch**.

The heart of the conference are the plenary and workshop sessions—and participants had many choices! A total of ten different tracks offered workshops in issues in access in the 21st century, public policy, operations, new technology and Internet access, training, government access, educational access, management issues, in-depth management training, and international community media. Scheduled speakers included **Daniel Brenner**, **National Cable Television Association**; **Ilene Penn**, **Institute for Public Representation of the Georgetown University Law Center**; **Ross Charap**, **ASCAP**; **Cathleen Cleaver**, **Family Research Council**; **Roslyn Doaks**, **Black Entertainment Television**; **Donald Druker**, **THAP/NTIA**, **U.S. Dept. of Commerce**; **Gasby Greeley**, **National Urban League**; **David Hoffsis**, **Bell Atlantic Distance Learning Solutions**; **Megan Hookey**, **Cable in the Classroom**; **Eileen**

**Huggard**, **NATO**; **Jill Lesser**, formerly with the **Civic Media Project** of the **People for the American Way**, now with **America**

**On-Line**; **Patrice McDermott**, **OMB Watch**; **John McGrath**, **U.S. Department of Education**; **Peter Miller**, **CTCNet**; **Elliot Mincberg**, **People for the American Way**; **Margie Nicholson**, **Public Service Media/Marketing**; **Kofi Ofori**, **United Church of Christ**; **Will Philip**, **PBS Adult Learning Service**; and **Andrew Jay Schwartzman**, **Media Access Project**.

A new approach this year was to schedule a plenary panel with representatives from commercial telecommunications companies to discuss *The Telecommunications Industry and the Public Interest: Is There Common Ground?* on Friday morning, July 19.

The result was

a lively interaction with the audience and among the panel members. Moderated by **Andrew Blau** of the **Benton Foundation** (and a former chair of the Alliance) the panel included: **Angela Campbell**, **Georgetown University Law Center**; **Stephen R. Effros**, **Cable Telecommunications Association**; **Alan Daley**, **Bell Atlantic**; **Bernie Pfeffer**, **NYNEX Corporation**; **Peter Waldheim**, **Interactive Television Association**; and **Dan Warren**, **Communications Daily/Warren**

**Publishing.**

The conference also provides the

setting for the annual meeting of the Alliance for Community Media delegates. Delegates conducted business such as the report of the chair, board committee reports, a strategic planning update, by-law changes and other motions, and the



*Alliance photo*

*Fearless leaders Alan Bushong and Barry Forbes cavort with the musical satire group Capitol Steps at the Community Media Victory Party.*

important board elections. National board members-elect were introduced at the closing session and include: **Rob Brading** of **Multnomah Community Access TV** as **Public Policy Chair**; **Onida Coward** of **Brooklyn Community Access TV** as **At-Large Director**; **Vince Hamilton** of **Access Houston** as **International Chair**; **Rick Hayes** of **Allen County Public**

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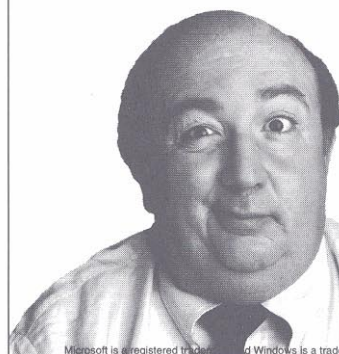
## Telecom Act of 1996 Got You Perplexed?

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# 1996 Conference...

Continued from previous page

Library, Channel 10, as Information Services Chair; Kate Hiller of Access Tucson as At-Large Director; and Richard D. Turner

of 'Olelo: The Corporation for Community TV as At-Large Director. Congratulations to all!

## The 1996 Hometown Video Festival Awards Ceremony

received high marks this year for its smooth production—and the location in the



Alliance photo

Alliance Secretary Greg Vawter and Ron Cooper of Access Sacramento conduct the annual raffle to support public policy.

National Press Club didn't hurt either! Master of Ceremonies Daniel Brenner of the National Cable Television Association was in fine form and kept the audience in a laughing mood. The presenters included Meredith Jones, Cable Services Bureau Chief, Federal

Communications Commission; Deb Vinsel, Thurston Community Television in Olympia, Washington and 1996 Hometown Chair; Vel Wiley, Milwaukee Access Telecommunications Authority and Host of 1997 Conference; Alan Bushong, Capital

Community Television in Salem, Oregon and Alliance Chair; Jim Yee, Executive Director of Independent Television Service

George Stoney of New York University and Sue Buske of the Buske Group both presented the awards named in their honors.



Alliance photos

(ITVS) in Minneapolis, Minnesota; and Ruby Lerner, Executive Director of the Association of Independent Video and Filmmakers (AIVF) in New York, New York.

As much fun as the Hometown Video Festival participants had, nothing prepared them for the Community Media Victory Party that Friday night! The undisputed hit of the conference was the performance

by the nationally known musical satire group, the Capitol Steps. Alliance members were kept in stitches, especially during the number that included Alliance stalwarts Alan Bushong and Barry

Continued on next page

# Do what's right. Do it right.



# Do it right now.

## MEMBERSHIP ENROLLMENT FORM

(Please check all that apply)

Yes, I want to join the Alliance for Community Media. I am a(n):

- |                                              |                                                                 |
|----------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Access Staff Member | <input type="checkbox"/> Access Board Member                    |
| <input type="checkbox"/> Community Producer  | <input type="checkbox"/> Cable Regulatory Staff or Board Member |
| <input type="checkbox"/> Other               |                                                                 |

## ORGANIZATIONAL

- |                                                                      |       |
|----------------------------------------------------------------------|-------|
| <input type="checkbox"/> Over \$100,000 annual revenues .....        | \$305 |
| <input type="checkbox"/> \$10,000 to \$100,000 annual revenues ..... | \$195 |
| <input type="checkbox"/> Under \$10,000 annual revenues .....        | \$85  |

All organizational memberships expire on September 30th of each year. Join between April and September and pay half the annual rate.

## INDIVIDUAL

Affiliated is available only if your organization is a member: includes paid staff, volunteer producers, board members or other unpaid individuals associated with a member organization.

- |                                         |                                         |
|-----------------------------------------|-----------------------------------------|
| <b>Affiliated:</b>                      | <b>At-Large:</b>                        |
| <input type="checkbox"/> Staff \$40     | <input type="checkbox"/> Staff \$85     |
| <input type="checkbox"/> Volunteer \$30 | <input type="checkbox"/> Volunteer \$35 |

All individual memberships expire one year from the last day of the month in which you join.

## SPECIAL CONTRIBUTION

I am including an additional amount to further support the activities of the Alliance and help broaden participation in the organization.

- ☐ \$10   ☐ \$15   ☐ \$25   ☐ \$40   ☐ \$50   ☐ \$ \_\_\_\_\_

## SUBSCRIPTION ONLY (not a membership)

- ☐ Community Media Review (6 issues) \$35

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Name of organization of affiliation (affiliated members only)

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- |                                     |                                                  |                                                        |
|-------------------------------------|--------------------------------------------------|--------------------------------------------------------|
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| <input type="checkbox"/> Government | <input type="checkbox"/> Cable system            | <input type="checkbox"/> Other for-profit organization |

## TYPE OF FACILITY

- |                                            |                                             |                                            |
|--------------------------------------------|---------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Public access     | <input type="checkbox"/> Educational access | <input type="checkbox"/> Government access |
| <input type="checkbox"/> Local origination | <input type="checkbox"/> Leased access      | <input type="checkbox"/> Other             |

## DEMOGRAPHICS (individual members only)

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- |                                          |                                |                                   |                                                    |
|------------------------------------------|--------------------------------|-----------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Black           | <input type="checkbox"/> White | <input type="checkbox"/> Hispanic | <input type="checkbox"/> Asian or Pacific Islander |
| <input type="checkbox"/> Native American | <input type="checkbox"/> Other | <input type="checkbox"/> Female   | <input type="checkbox"/> Male                      |

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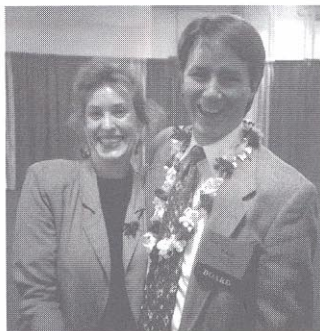
# Alliance Conference Educates, Motivates, Energizes

Continued from previous page  
Forbes as "nerds."

Most participants noted that the emotional high point of the conference was undoubtedly the inspiring keynote address given on Sunday by **I. Michael Greenberger, Esq.**, of **Shea and Gardner**. Greenberger has been the *pro bono* lead counsel in the case *Alliance for Community Media, et al. v. the Federal Communications Commission* and presented oral arguments before the **Supreme Court** on February 21, 1996.

The financial highlights of the conference absolutely included the annual **Dachman Challenge** and Alliance raffle—both of which raised funds to continue the important public policy efforts of the Alliance. Led by a \$250 challenge grant from **Alan Dachman** of the **Little Cities Foundation** and orchestrated by "Team Dachman," the challenge garnered over \$20,000. This year the national board raised over \$2,200

through the raffle, thanks to the generosity of Alliance members who both donated gifts and bought raffle tickets.



*Alliance photo*

**1996 Conference Planning Committee members Catherine Nemetz of Fairfax Cable Access Corporation/Access America and Alliance Board Member Paul LeValley of Arlington Community Television.**

Closing out the conference that day was **George Stoney**, the "father of public access" and professor at **New York University**, who reflected on the first two decades of the Alliance and offered his observations and guidance for the third decade. Alliance Chair **Alan Bushong** provided his vision for the future for community media and the Alliance — and bade all a farewell until the next year.

And speaking of which... The conference committee is already at work on the **1997 International Conference and Trade Show** at the Milwaukee Hilton on July 7–12, 1997. So mark the dates — and send your suggestions to the committee in care of the national office. Together, we can all create (and enjoy) another successful conference!

*Barry Forbes is Executive Director of the Alliance for Community Media.*



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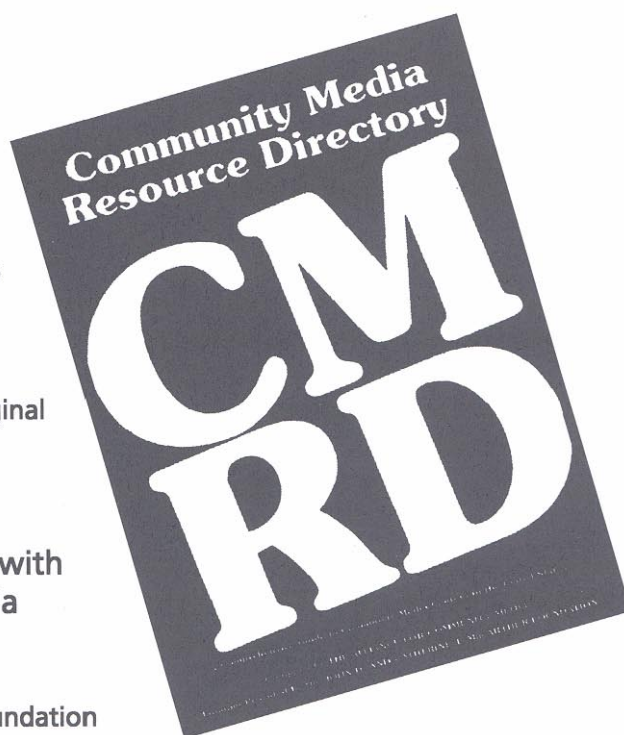
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# John Podesta at 1996 Keynote Luncheon

Continued from page 7  
public interest community.

I want to talk about the future by first referencing the relatively recent past and tell you one **White House** anecdote. Don't worry, I'm not going to try to describe the Vice President's vision for the information infrastructure. I actually want to talk about inauguration day, January 20, 1993. It was very heady for me—I had gotten this appointment to go into the White House, and I was up at the Capitol, and my job was to handle the paper flow to and from the President. And the first thing we did—after he made his inaugural speech—was to sign a couple of executive orders, which I handled, and I raced back to the White House, and was very exhilarated. I went into my office, which was about fifty feet from the **National Security Council** situation room—the kind of nerve center of the White House—and I ran into the room and what did I see when I got there but a big set of empty bookshelves and a computer, which was opened up, with wires dangling out of it. I understood at that point that the Independent Counsel investigating the Clinton passport case had subpoenaed my hard drive, so they had ripped the guts out of my computer that morning. That was an auger of things to come for me—I wish I had realized it then, I would have brought my lawyer with me when I entered the White House!

That computer was a 286, a little island lan system which couldn't really talk to many of the people, even in the Executive Office of the President. There was no connectivity, you couldn't get outside the White House. There was no e-mail, you couldn't get onto the Internet. I did have a telephone, and in the middle of this wall of empty bookshelves was a big screen television. And so I was a pretty happy guy. Because I was able to click on, and I got basic cable in there in the basement of the White House, CNN and C-SPAN. I grew up in the 50s—I was sort of a baby-boomer and I did my homework watching the *Honeymooners* and *Gunsmoke*, and the kind of stuff you see on cable today. I was kind of used to watching TV and working on my computer, and doing my paperwork, and talking on the phone all at the same time. A couple of days after that first day on the job, the President decided he was going to

wander around the west wing and see who was working for him and where they were sitting, and I happened to have **Oprah** on the television. And I still hadn't put any books on my shelves. I was hard at work doing something, I don't remember what it was, and he walked in and saw Oprah on the screen and he said to me, "you know, you really ought to put some books on those shelves, people might think you're working down here!"

Three years later, the President signed the

**Telecommunications Act of 1996** into law. And the question was—had anything really changed from that technology I found in the basement three years earlier? And my answer is, you bet. By then, we had a direct Internet connection, the White House had a state-of-the-art web page, the President was sending and receiving e-mail via the Internet. We had a rich source of information services, I got to scan all the news wires in real time. At that point, I had become the principal spokesperson for the White House, if you will, on Whitewater, so as the stories went up, I was able to bang into the stories and get my comments in and yell at reporters, which was always kind of fun—to try to correct them five minutes after they hit the wires. People were watching CNN—instead of on their TV—in a little window on their computer. But what did my TV look like three years later? I've still got the same basic cable, same CNN, same C-SPAN, I'm still watching Oprah. So, a lot had changed on one side, but not much really had changed on the other side.

And then Congress had gotten into the act, though, and they passed the Telecommunications Act. I think in doing that, they really made very little attempt to understand the rapid changes happening on people's computer screens compared to the relative lack of change going on on consumers' and businesses' television

screens. I think it's not surprising that Congress, for the most part, responds to special interests, so its response to the mostly banal world of cable television was to authorize phone companies to enter the video marketplace through the vehicle of Open Video Systems (OVS), and thanks in

large part to the **Alliance**, they at least preserved PEG access in context of OVS.

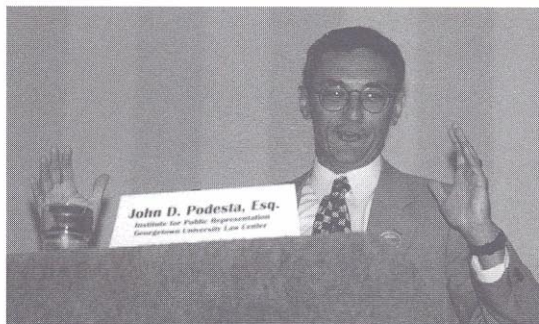
What does OVS do? It has lowered the regulatory burdens for phone companies in exchange for the promise of a system truly open to programmers. Unfortunately, Congress chose to

put a whole lot of *quid* of reduced regulation without asking much of the *quo* of openness. We did, I think, as I mentioned at the outset, get some success on PEG, but what we may end up with in OVS is a situation where we have cable on the one hand and cable-lite on the other. You still get CNN, you still get C-SPAN and Oprah, and maybe you get one PEG channel, and you can get it from either **Bell Atlantic** or **TCI**, you know, hip, hip, hooray. I think that that was a result of the way Congress approached that, essentially listening to the complaints of the special interests that were before them.

But, fortunately, what I basically want to talk about today is that I believe that technology, especially the Internet, is about to sweep past the legislation and really make it obsolete. I think Congress legislated with all eyes firmly fixed on the rear-view mirror. The battles fought in this legislation were conceived of and framed prior to the phenomenal growth in the net, and especially the advent of the World Wide Web, the graphical sub-network on the Internet. As **Business Week** noted this spring, "the Web really changes everything."

When the President signed the Telecommunications Act of 1996 into law, he said the following: "Today, our world is being remade yet again by an information

Continued on next page



Alliance photo

**John Podesta, Esq., of the Institute for Public Representation at the Georgetown University Law Center, speaking at the keynote luncheon.**



# John Podesta at Keynote Luncheon

Continued from previous page

revolution, changing the way we work, the way we live, the way we relate to each other." Already, the revolution is so profound that it is changing the dominant economic model of our age. But Congress conceptualized the net as little more than something that arrives in your e-mail box in a plain brown wrapper. Something only the so-called **Communications Decency Act** could address. Congress failed to appreciate the power of the net—the power to enable individuals, the power to democratize, the power to create new publishers and broad-band producers, the power to narrowcast and create small but viable audiences, the power to be interactive—these powers were all lost on legislators who had simply never been to cyberspace.

More importantly, Congress failed to understand the potential of the net to deconstruct the existing structure. Aside from hooking up schools and libraries, and with that rather major exception of censorship, Congress simply legislated as if the net wasn't there. More attuned to what's really going on in the world, Wall

Street understood that the net's where the action is, promising a world that is richer than movies on demand or even 500 channels of video programmed by some mind-numbing mass media company.

Investors have rushed into net stocks.

It's not just the phenomena confined to start-ups like Netscape. All the major software industry players are betting that the net will revolutionize how we work, how we play, how we create, and how we communicate. Even mighty Microsoft, having been slow to catch the net wave, has recently reorganized the entire company to focus on internet-based network computing.

What does this mean to the traditional telecommunications industry and the traditional delivery of television programming? I think it means everything. A good deal of growth in revenues in the tradi-

tional telephone business has been the unexpected—at least unexpected to the phone companies—surge of two- and three-line households. That's not just a lot of pre-teenagers ordering their first princess phones. That's America plugging in and getting on line!

What do they find when they get there? A lot that's cool, a lot that's new, and a lot that's really slow. There are two reasons for that. One stems from the rather anarchic nature of the net itself. With no central command, the net's routing system can be inefficient at times. "Host contacted, waiting to connect" has replaced the blinking twelve o'clock on

VCRs as the electronic symbol people hate the most.

The net techno town hall, if you will, that kind of runs the net, is going to have to solve that problem, perhaps with some

**"Host contacted, waiting to connect" has replaced the blinking twelve o'clock on VCRs as the electronic symbol people hate the most."**

adjustments to the copyright law. But the more significant reason for the clunky performance is this inability to move bits at high enough rate, a problem of lack of bandwidth, which probably most of you have experienced and talked about. Moving graphics as opposed to text, audio files, and especially video files requires the transport of huge amounts of data. That problem is going to be solved by telecommunica-

tions transport industry, and I think here's where the competition that was promised by that bill is really going to work, but I think it's going to work more from the industry side and from the technology side than it's going to work as a result of regulatory changes. Somebody's going to fix the bandwidth problem. The cable industry is promising a cable modem 50 times faster than high-end telephone modems currently available for PCs. The telephone industry, which for a long time ignored ISDN—and then priced it out of the consumer market—is now trying to counter cable modems with new compression technologies like ADSL that promised delivery of full-motion video over copper. **George Gilder** has written persuasively about yet another technology model, building on the work of **Paul Green** at IBM. Gilder predicts that the future's in all-fiber networks—he's dubbed "the dumb and dark networks"—built on the infrastructure of existing dark fiber, which is fiber already laid but not utilized in the long distance network, and dumb switchless routing. He hypothesizes that cost reductions of moving bits will follow the same exponential performance curves experienced in the computing and memory markets, the so called Moore's law, that says you get exponential growth every eighteen months.

Whichever of the technological solutions wins out, the result will almost  
**Continued on next page**

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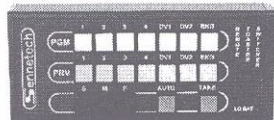


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# John Podesta at Keynote Luncheon

## Continued from previous page

surely be a telecommunications infrastructure where the cost of moving bits will be driven down to the point that it becomes cheap or virtually free to consumers.

Intelligence will be at the fringe of the network, rather than controlled by conduit providers. Customers will be able to seek out and download entertainment, information, and applications from thousands of sources, rather than from a pre-selected menu of channels. The chokehold on programming by conduit providers including broadcasters will be over. Value will be added by people with navigation tools and most importantly, by people who have something to say, to draw, to compile, to print, or produce.

Whether Congress in passing the 1996 Telecommunications Act intended it or not, the market will drive the infrastructure towards something resembling the open data network embraced by the **National Research Council**. That vision included four network characteristics: universal connectivity, competitive access for all information providers, open standards for network interconnection, and

a network open to change, that is, open to new applications and new technologies. The revolution has just begun. Just a couple of weeks ago, one cable company said they were going to give free cable modems to every school in their service area.

The reason they're doing that, I think, is because they want to hook the *parents* on cable modems as well. AT&T is offering a highly discounted net access with flat rate; they are matched by **MCI**. This is certain to accelerate the need for more bandwidth. Their vision makes possible constant on-line access at a reasonable price. And that's only the beginning.

What's this mean to community media activists? First, I think you have to understand the net. The net's a world of abundance, not scarcity. Intelligence is distributed to the outer edge, not controlled by the central planning committee. If you think of every bulletin board operator as a potential television program-

mer, the net's a world of 15,000 channels of television-on-demand, not 150 programmed offerings. As **Nicholas Nicorpani** has observed, Web TV will not only permit the cooking enthusiasts the

option of tuning to Joyce

Chen or Julia

Child, depending

on tonight's

menu, but the

World Wide

Web will permit

a Greek-American

to select the Greek

regional channel covering his or her hometown.

What's your role in that environment?

I think it means less time as a booker. It probably means less time for the lawyers. It may mean less time as lobbyists. And what does it mean on the positive side? I think more time to be creative, more time helping people produce their ideas, more time helping people find rich sources of public programming, more time marketing new ideas and new programming, and more time teaching people technical skills.

I think we'll be up to the task.

**"What's this mean to community media activists? First, I think you have to understand the net."**

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# Michael Greenberger Delivers Keynote Address

Continued from page 7

made, but my partners obviously shared in that, and I'm very proud of what they let us do. It's consistent with the history of my firm, which is almost 50 years old. Ten percent of our time is spent on *pro bono* work, and for those of you who calculate profit margins and things of that sort, you know that's quite a bit. We were this year awarded the **DC Pro Bono Law Firm of the Year**. I'm very thankful, but I do know that it is consistent with the actions of the firm for over a half century. Also, I want to specifically mention, we filed 20 different kinds of briefs in this case over four years, and obviously not one person, not two

people, not three people could be consistently focused on all those presentations. We had 20 briefs, three oral arguments, and one moot court, and I had a lot of help from my partners and associates at the firm. For those of you who have seen the briefs, you know that my partners **Tom Mikula** and **Mark Raffman** contributed greatly to it. Mark sat with me in the Supreme Court, and our associates, **Mike Isenman**, who a lot of you know and who I'm terribly sorry had the flu today, he was supposed to be here both at the luncheon, at one of the seminars, and **David Bono** and **David Goodhand**, they just did an outstanding job.

And finally, I've got to say something about **People for the American Way** and the **Media Access Project**. From **People for the American Way**, **Elliot Minberg**, and **Larry Ottinger** were the lawyers on the brief, and from the **Media Access Project**, it was **Andy Schwartzman** and **Gigi Sohn**. I know that almost every extra rare penny you have goes into this great group that you have here, but to the extent there are any extra pennies that you have, I really suggest to you **People for the American Way** and the **Media Access Project**.

Some of you know the inside story

that there was a tremendous battle on this litigation about how to handle it, and whether it was to be, what I would call practical and common-sensical or whether it was to try and hit some kind of great civil liberties home run that a lot of us thought we couldn't win, given this case,



Alliance photo

**Shea & Gardner partner I. Michael Greenberger, lead counsel for Alliance for Community Media vs. FCC, delivers keynote address.**

and given this Supreme Court. And there was a, let's not mince words, there was a battle within the lawyer group about it. And **People for the American Way**, **Media Access Project**, **Jim Horwood**, stood firm with **Shea & Gardner** on the way this case had to be handled through some very tough times, and I appreciate that very

much. I must also say that during those tough times, and even in the joyous times that weren't so tough, the board of the **Alliance** was very actively involved in this case. They oversaw it, they were wrapped up in it. Many of them came to the oral argument. When we got into this little contest about who was going to argue and what we were going to argue, the board stood foursquare behind the lawyers representing their interests, and I think that's just a testimonial and maybe the tip of the iceberg to the great, great work that the leadership of this organization does from **Barry Forbes** on down, and I am very proud of you, I am very proud of your board, and I am very proud of everything you people have done in this case.

I must also say that as I said yesterday in the seminar, one of the great hurdles I had with regard to this case was convincing the Supreme Court that the members of this **Alliance** are not pornographers. And that may seem to be a pretty easy thing to convince, but as you know, a year ago when I came to you and we had lost 9-2 in the D.C. Circuit, the opinion had been written as if we were anxious to put on programming that was inappropriate for children. And one of the great victories in

the Supreme Court is that the plurality opinion, which made the majority and went into the rulemaking record in this case, which was formed by the **Alliance** and by a lot of the individual access centers in your organization, showing what I see and what I have seen in the three meetings that I've come to in this year, that basically this is a very decent, hard-working group, that is serving a very valuable interest—it's the interest of the little man who can't be sure if his letter's going to be published in a newspaper, who can't get on broadcast TV, who has very little influence or ability in this modern age to say something that other people can hear—and you people are at the forefront of making sure that the little man is heard!

But one thing that bothered me tremendously was yesterday. I walked in on the tail-end of a plenary session and heard someone say the trouble with public access is there is too much drivel on it. Everybody who goes to London goes to Hyde Park to see free speech in action, and everybody knows that every one of those speakers may or may not be saying something that's very important. But we do know from our history that at one time, the women's suffrage movement was drivel, as far as conventional minds were concerned. We know that the civil rights movement was drivel as far as conventional minds were concerned. We know that the labor union movement was drivel as far as the conventional wisdom was concerned. And the only modern day institution that can assure that the marketplace of ideas, and that person or persons who have an idea which serves the public interest, the only organization that's fighting that cause is your organization, and that's damn important as far as I'm concerned!

Now, let's talk a little bit about the case.

The Constitution of the United States was ratified in 1789. That is roughly 207 years ago. There have been 104 Congresses—one Congress for every two years. And we all know, we don't have to be rocket scientists to know, that Congress passes—even a single Congress—millions of pages of laws. And we don't have to be rocket scientists to know that when you multiply that by 208, that's a lot of

Continued on next page



# Michael Greenberger Delivers Keynote Address

Continued from previous page  
legislation.

On Friday morning, June 28th, 1996, when the sun came up over the Potomac river in Washington, DC, 132 laws of Congress over 208 years had been invalidated by the United States Supreme Court. That's a remarkably small number. And I'm proud to tell you that when the sun set on the Potomac on June 28th, 1996, that number went to 133, and we struck down **Jesse Helms'** attempt to put an end to public, educational and governmental broadcasting, and I'm very proud of that fact!

I very rarely try to read anything when I speak, but I do want to say something, and my text is a book that I read as a very young lawyer, and was very inspirational to me. It's called **The Yankee from Olympus**. It was written in 1944 by **Catherine Drinker Bowen**. It is a biography of **Oliver Wendell Holmes, Jr.**, one of the great justices of the United States Supreme Court. And one of his most noteworthy statements, and I apologize for its sexist nature, it was probably written before suffrage was even passed, was the following: "Life is action and passion. I think it is required of a man that he should share the action and passion

of his time at peril of being judged not to have lived." Now those words meant an awful lot to me, and as a very young lawyer I read them, and said, 'well that's nice for you, Justice Holmes, you fought in the Civil War, which is a very interesting point that very few people realize. You were the Chief Justice of the Supreme Judicial Court of Massachusetts. You were a Justice of the United States Supreme Court for thirty years. You wrote some of the greatest dissents, had a reputation of being the great dissenter, in favor of free speech. How does the average person get to share the action and passion of his or her time?' Well, ladies and gentlemen, I tell you that this group, through the efforts you did in this case, has shared the action and passion of your times, and have allowed me to do it with you and for that, too, I am very grateful!

This case is a confusing case, but it's a clear case. 10-C has been struck down as unconstitutional on a 5-4 vote. You people were the originators of the case. You

people worked hard with us on the rulemaking, and when we had that terrible 9-2 loss during the *en banc* court, you people last year in Boston stood up and said we are going to go on, and we are going to continue this effort, and you

people now reap the benefits of this opinion. It will be an opinion that will be in textbooks, I'm sure. You can go to any public library and this case will be in the **U.S. Reports**. You can pull it out and you will see on the very first page the name Alliance for Community Media. And you can tell your children and your grandchildren that you had something to do with a

great constitutional victory in the United States Supreme Court!

I want to end with a historical note.

**Franklin Roosevelt** was inaugurated on March 4th, 1933, and many of his advisors had been former law clerks, then called Secretaries to Justice Holmes on the United States Supreme Court. And in one of the most moving parts of **The Yankee from Olympus**, Catherine Drinker Bowen describes on March 8th, 1933, President

Continued on next page

**"...you had  
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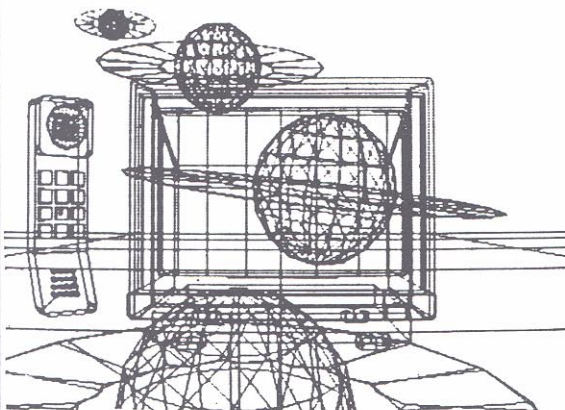
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## Michael Greenberger

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Roosevelt going to meet Justice Holmes, who had then retired from the Supreme Court, when Justice Holmes was celebrating his 92nd birthday. One thing I've mentioned before is that Justice Holmes had fought in the Civil War, and to those of us who have gone to law school, Justice Holmes is a legendary person, one of the great names in Supreme Court history, and when I was first made aware, after I'd been out of law school, and early in my career, that he had fought in the Civil War, I found that astounding. Because here was a man who's writing decisions in the 20s and the teens and the oughts, and it seems so removed from the Civil War. But in fact, in 1861, he graduated from Harvard College and enlisted in the 20th Regiment of the Massachusetts Infantry. And he was—he fought in many famous battles of the war—he was thrice wounded, he was twice left for dead on the battlefield, and only by freak circumstances was it discovered that he was still alive. One of the amazing things about the Civil War was that when a soldier was wounded, it was possible for parents to go and get the soldier and bring the soldier home to recuperate. And there's a very poignant story in **The Yankee from Olympus** about Oliver Wendell Holmes, Jr.'s father, **Oliver Wendell Holmes, Sr.**, who was a famous man in his own right, searching the Civil War battlefields for his son from Philadelphia through Virginia, through Hagerstown and Harrisburg, Pennsylvania, and finally discovering him in a hospital and taking him home, and it's a very, very moving statement in it's own right.

But the point I'm trying to make is the Civil War had a very big influence on Justice Holmes, much to the amazement of a lot of people. When Roosevelt came to Holmes' house on March 8, 1933, you must remember the state that the country was in. It was at the very low point of the depression, Roosevelt had just taken over, the banks were closed, unemployment was phenomenally high, he was the next day, on March 9th, introducing the bank closing legislation, he was giving a speech on the national economic emergency to Congress, it was a time of great, great tension for the country, and certainly for Roosevelt himself.

Before Roosevelt left, he turned to Holmes and said, "Justice Holmes, we are obviously in very, very bad times. Do you have any advice for me?" And Holmes looked up at him and said, "you are in a war, Mr. President. I was in a war, too. And in a war, there is only one rule—form your battalions and fight." And that became a very famous clause and very inspirational to Roosevelt himself as he went on to face the New Deal and World War II.

The reason I think this is relevant is because in fighting the Supreme Court case and winning the Supreme Court case, we formed our battalions and fought. But as I said last year, fighting for civil liberties is not a sprint, it's a marathon. And there will be other problems that doubtless will happen in the future to public access programming and all sorts of threats to free speech. And it is important for this organization—and I am probably preaching to the choir—to continue to be strong and to grow because you've got a precious asset here. You're a national organization with a very strong grassroots foundation, and a lot of public interest groups would give their right arm to be in that situation. And as one of my good friends always says, and I won't embarrass her by saying her name, you also run television stations. And you have within yourselves through the power of organizing and working hard both on the grassroots level and through the Alliance, to effectuate change.

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# Michael Greenberger Delivers Keynote Address

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One example is the Supreme Court case. Another example is having **John Podesta** here today, which I really think says a lot about this organization, that John would come and speak to it, as distinguished a person as he is.

I think, though, the most poignant thing that has happened during this entire convention was yesterday when we had our censorship seminar, and **Senator Grassley's** Chief Aide on the Senate Judiciary Committee was in attendance, and when the meeting was over, and I know he was very, very impressed with the group. He talked about legislation that he wanted to enact and Jim Horwood went over to him and said, "you know, I certainly hope that you'll speak to us before anything is done." And he said, "I certainly will." Now, if four years ago, we had had that entrée to the United States Senate, we probably could have killed the

**Helms Amendment** before it even saw the light of day. And now you are developing the ability to make an impact. It's fine to have a Supreme Court case, it took four years to do it. But you need to have more immediate impact. You need to have it at the local level, you need to have it at the state level, and you need to have it at the national level. And there is no better group that I know of for your interests in the Alliance for Community Media to make that effort on all levels.

And I will say one other thing. I'm very impressed by the fact that the Alliance has brought its enemies to talk. And it's important to keep the doors open and have those communications, a lot of good things can be done. And I think the

way you've carried yourselves out in this Alliance meeting, you've shown what you've shown to me in the three years I have been there, and the one message I wanted to get to the United

States Supreme Court is that these are decent, decent people. And the irony of our case was, we were decent people fighting the

plague of being labeled indecent. But you are decent, hard-working people who have done a great deal for this country. It's sometimes hard to look within yourselves and say that, but I know that people come from the outside, such as myself, and say you really measure up. But this is no time to stop. This is a time to go from strength to strength, and as Justice Holmes said, form your battalions and fight!

**"This is a time to go from strength to strength, and as Justice Holmes said, form your battalions and fight!"**

## Candidates for Elected Office Belong on Community Media

Continued from page 5

The last few weeks before election time comprise the *most* important time to have information beyond the 30-second tailored responses. Realistically, the only time we voters have much of a say is on election day; once in office, a candidate is difficult to remove.

**An Oregon experience with the "Need to Know."** I'm reminded of **ex-Senator Packwood's** campaign in Oregon in 1992. The **Washington Post** knew of the allegations of sexual misconduct about six weeks before the election, but the story was not published, due to the power of those involved. Senator Packwood won a fifth term in a difficult election by a 52% to 48% margin. Oregon voters were deprived of information which clearly would have changed the outcome.

Once the story broke, despite massive and growing opposition, the Senator refused to talk to Oregonians. He stayed out of Oregon for long periods of time; when he visited, he provided no opportunity for the public to ask questions and evaluate the merit of the charges. The **Senate Ethics Committee**, supposedly non-partisan, split along party lines in considering the case, and the tie vote (3-3) meant no action. Although Oregon is a

state with recall, the effort required is so great that no recall campaign was started. After nearly three years, the information revealed in his diaries became so embarrassing to the Republican Party that he lost the support of leadership and resigned. Without the presence of the detailed diaries, he might still be Senator.

To repeat, after an election, the public has little choice but to wait for the next election.

Both parties have their horror stories. I'm familiar with this one since I live in Oregon. Most Oregonians could write a book about both this story and Tonya Harding. After the election, we were barraged with endless information that became tabloid-like in nature. During these unfortunate episodes, Elvis could have performed with the original Beatles, Janis Joplin, Jimi Hendrix and Jim Morrison; space aliens could have captured the President; neither story would have made the lead on the news. Yet until the diaries were released, all of this news had little impact, and none of it promoted action by the people.

Most importantly, the commercial media failed us before the election, when the information had value, would have prompted action by the people and would

have made a difference.

**Knowledge is power.** I relate this story to emphasize the importance of in-depth information about candidates *before* an election. Thirty-second spots are generally either an attack on the opponent or some general happy-talk noninformation meant to create a positive image while offending no one. The commercial media seem far more interested in selling 30-second commercials—they make a fortune at election time—than digging deeper than the myriad controlled releases crafted by the candidates and their staffs.

There has been a lot of media coverage about providing information on a "need-to-know" basis. Clearly, those who decide who need to know and what they need to know hold all of the power, leaving everyone else no better than second class.

Community media reaches its potential when serving the public's compelling need to know about the candidates for the political offices that determine our future.

*Alan Bushong is Chair of the Alliance for Community Media's Public Policy Committee.*



# Victory Tomorrow Depends on Your Commitment Today

Congratulations to all of us on our victories with the Telecommunications Act of 1996, FCC Regulations on Open Video Systems, and our Supreme Court Case, *Alliance v. FCC*! Our special thanks go to the organizations and individuals below who valued Alliance Public Policy efforts enough to support them financially. But we have many battles ahead: court challenges to the Telecommunications Act, state legislation and regulation, and the passage of the Telecommunications Access Act of 2001. Help ensure more Alliance for Community Media victories tomorrow with your commitment today. Join your colleagues and become a member of the Public Policy Council or Network!

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